

WFFF 201 Humboldt St Rochester, NY 14610-1093

Pinpoint Media 1707 Osage Street #103 Alexandria, VA 22302

CPE

60/73/715

**Buyer Name** 

Phone/Fax

Comments

Billing Type

Account Types

Agency

Contract #

1422878

Last Modifier

09/22/16 Elizabeth F. Guy

ECR25281469

Date Entered

09/08/16

Product

Sales Office Salesperson Schedule Dates Advertiser 60/73/715 (557185) Political - Issues / Propositions (1068) A Stronger Vermont (82921) 09/22/16-09/28/16 Katz - Washington DC Katz - Washington DC, Washington DC (1179) Pinpoint Media (13513)

Brand

Nicole, Meade, Demo CO-OP Entered By Headline #

Net Total Package Deal Order Type Commission Commission % \$1,491.75 \$263.25 15.00 Normal

National/Political Sales Tax

9/22/16-9/28/16 A STRONGER VERMONT - NAB SENT VIA EMAIL. PYMT VIA ACH.

Sep. 2016 Oct. 2016 Grand Total: Burlington (WFFF)
By Broadcast Month 18 \$695.00 \$1,060.00 \$1,755.00

Line   Line Type / Break Type (Ref #)	Dates	Sec Length	Run Times	SPW Mo To	Tu We Th Fr Sa	Su Spots	Rate	Total	Station	Comments	Entered
LOPavised Line / SPOT	09/22/16-09/22/16	5 :36 4	20 4.30P MHA & MARY	<b>.</b>	×				Burlington (WFIFF)	Mike & Molly	9/8/16
1.1 Normal Line / SPOT	09/22/16-09/22/16	5 :30 4:3 Mc	:30 4:30P- How I Met Your Mother	<b>+</b>	×	ь	\$30.00	\$30.00	\$30.00 Burlington (WFFF)	Mike & Molly	9/16/16
2.0 Revised Line / SPOT	09/23/16-09/23/16	. s 0.8:	Allow 8 DAIM -40K IF DK!		, ; ; ; ; ; ; ; ; ; ; ; ; ; ; ; ; ; ; ;				Burlimton (WFFF)	Mike & Molly	91/8/16
2.1 Normal Line / SPOT	09/23/16-09/23/16	5 :30 4:3	:30 4:30P- How I Met Your Mother	<b></b>	×	1	\$30.00	\$30.00	\$30.00 Burlington (WFFF)	Mike & Molly	9/16/16
7.0 Revised Line / SPOT	09/26/16-09/26/16	5 :30 4:1	:30 -1:30P- Mike 8 Molly	×					Burlington (WFFF)	Nike & Alphy	9/8/16
3.1 Normal Line / SPOT	09/26/16-09/26/16	5 :30 4:3 Mc	:30 4:30P- How I Met Your Mother	1 X		ш.	\$30.00	\$30.00	\$30.00 Burlington (WFFF)	Mike & Molly	9/22/16
4.0 Revised Line / SPOT	09/27/16-09/27/16	5 :30 4:	20 4-30P- Mike 8 Molly	,l ×					Burlingion (WFFF)	Mike & Multy	9/8/16
4.1 Normal Line / SPOT	09/27/16-09/27/16	5 :30 4:3 Mc	:30 4:30P- How I Met Your Mother	1 ×		1	\$30.00	\$30.00	\$30.00 Burlington (WFFF)	Mike & Molly	9/22/16
§ 0 Revised Line / SPOT	09/28/16-09/28/16	5 3040	304-309- Mike & Molly		Χ				Burlington (WFFF)	Mike & Maliy	9/6/16
5.1 Normal Line / SPOT	09/28/16-09/28/16	5 :30 4:3 Mc	:30 4:30P- How I Met Your Mother	1	×	Д.	\$30.00	\$30.00	\$30.00 Burlington (WFFF)	Mike & Molly	9/22/16
6.0 Normal Line / SPOT	09/22/16-09/22/16	5 :30 6:3	:30 6:30P- Two and a Half Men	<b>1</b>	×	1	\$50,00	\$50.00	\$50.00 Burlington (WFFF)	Two and a Half Men	9/8/16
			CON	FIRMA	CONFIRMATION CONTRA	TRACT			The second secon		
Accepted-Agency/Advertises:		Date.	Accepted Stallon	tellon:			Date:	Comments:	Nancia Magaza		



Pinpoint Media Alexandria, VA 22302 1707 Osage Street

CPE

Comments

9/22/16-9/28/16 A STRONGER VERMONT - NAB SENT VIA EMAIL. PYMT VIA ACH.

WFFF 201 Humboldt St Rochester, NY 14610-1093

Agency Brand Product Salesperson Advertiser Schedule Dates Contract # A Stronger Vermont (82921) 09/22/16-09/28/16 60/73/715 (557185) Political - Issues / Propositions (1068) Pinpoint Media (13513) 1422878 Order Type CO-OP Entered By Headline # Last Modified Date Entered 09/22/16 Elizabeth F. Guy ECR25281469 8 09/08/16 Normal

Billing Type **Account Types** Phone/Fax **Buyer Name** Sales Office Standard 60/73/715 Nicole, Meade, National/Political Katz - Washington DC Katz - Washington DC, Washington DC (1179) Net Total Commission Package Deal Sales Tax Commission %

> \$263.25 15.00

\$1,491.75

Burlington (WFFF)
By Broadcast Month
Sep. 2016
Oct. 2016 Grand Total: 18 \$695.00 \$1,060.00 \$1,755.00

			Comments	Cate					Shon	ike: Accepted-Station	Date		Accepted-Agency/Advertiser:	cepted-
			_		SA.	CONFIRMATION CONTRAC	S S S	WAT	쿲	CON				
	Advertiser Instructions/Exception ·	Burlington (WFFF)										09/23/16	17.0.1 Closed Preempt	17,0,1
9/8/16	Two & A Half Men	Burlington (WFFF)		\$30.00		×			11	:30 11P- Two and a Half Men	ъ	09/23/16-09/23/16	17.0 Normal Line / SPOT	17.0
9/16/16	Two & A Half Men	\$35.00 Burlington (WFFF)	\$35.00	\$35.00	₽		×	ļ	1	:30 11P- Mike & Molly 11pm	5	09/22/16-09/22/16	16.1 Normal Line / SPOT	16.1
9/3/16	Two & A Haif Mon	Ourlington (SWFFF)					.×.		j.a.	130 LIP- Two and a Half Mon	t/s	09/22/16-09/22/16	16.0 Peyfood Line / SPOT	16,0
9/8/16	Big Bang Theory	\$250.00 Burlington (WFFF)	\$250.00	\$250.00	<u></u>		×		,_	:30 7P- Big Bang Theory 1	4	09/28/16-09/28/16	15.0 Normal Line / SPOT	15.0
9/8/16	Big Bang Theory	\$250.00 Burlington (WFFF)	\$250.00	\$250.00	_			×	-	:30 7P- Big Bang Theory 1	4	09/27/16-09/27/16	14.0 Normal Line / SPOT	14.0
9/8/16	Big Bang Theory	\$250.00 Burlington (WFFF)	\$250.00	\$250.00	_			×	ы	:30 7P- Big Bang Theory 1	4	09/26/16-09/26/16	13.0 Normal Line / SPOT	13.0
9/8/16	Big Bang Theory	\$250.00 Burlington (WFFF)	\$250.00	\$250.00	_	×			<u>, , , , , , , , , , , , , , , , , , , </u>	:30 7P- Big Bang Theory 1	4	09/23/16-09/23/16	12.0 Normal Line / SPOT	12.0
9/8/16	Big Bang Theory	\$250.00 Burlington (WFFF)	\$250.00	\$250.00			×	ļ.,	ы	:30 7P- Big Bang Theory 1	4	09/22/16-09/22/16	11.0 Normal Line / SPOT	11.0
9/8/16	Two and a Half Men	\$50.00 Burlington (WFFF)	\$50.00	\$50.00	L		×	ļ	ы	:306:30P- Two and a Half Men	5	09/28/16-09/28/16	10.0 Normal Line / SPOT	10.0
9/8/16	Two and a Half Men	\$50.00 Burlington (WFFF)	\$50.00	\$50.00				×	<b></b>	:30 6:30P- Two and a Half Men	رم د	09/27/16-09/27/16	9.0 Normal Line / SPOT	9.0
9/8/16	Two and a Half Men	\$50.00 Burlington (WFFF)	\$50.00	\$50.00	ы			×	1	:30 6:30P- Two and a Half Men	5	09/26/16-09/26/16	8.0 Normal Line / SPOT	8.0
9/8/16	Two and a Half Men	\$50.00 Burlington (WFFF)	\$50.00	\$50.00	<b></b>	×			,	:30 6:30P- Two and a Half Men	5	09/23/16-09/23/16	7.0 Normal Line / SPOT	7.0
Entered	Comments	Station	iotai	Rate	Spods	20 20	IU We in	ı	OM MAS	ngtri kun ilmes	Sec Length	vates	Line Type / Break Type (Ker #)	Line



WFFF 201 Humboldt St Rochester, NY 14610-1093

Alexandria, VA 22302 1707 Osage Street Pinpoint Media

Comments Billing Type

Standard

9/22/16-9/28/16 A STRONGER VERMONT - NAB SENT VIA EMAIL. PYMT VIA ACH.

Account Types

Agency Brand Product Contract # Advertiser Schedule Dates 60/73/715 (557185) A Stronger Vermont (82921) 09/22/16-09/28/16 1422878 Political - Issues / Propositions (1068) Pinpoint Media (13513)

Phone/Fax Buyer Name Sales Office Salesperson Nicole, Meade, Katz - Washington DC

Katz - Washington DC, Washington DC (1179) CO-OP Order Type Entered By Last Modified Date Entered Headline # 09/22/16 Elizabeth F. Guy 09/08/16 중 ECR25281469 Normai

60/73/715 National/Political **Net Total** Sales Tax Commission Commission % Package Deal

> \$1,491.75 \$263,25 15.00

Sep. 2016 Oct. 2016 Burlington (WFFF)
By Broadcast Month Grand Total: 18 \$695.00 \$1,060.00 \$1,755.00

	ents:	Comments	Oate:					7.	Accepted-Station:	Accepte	11.	Date:			Accepted-Agency/Advertiser:	Accepted-\$
				AC		CO		CONFIRMATION CONTRA		CC						
Two & A Half Men	\$35.00 Burlington (WFFF)		\$35.00				×	, p	3	:30 11P- Mike & Molly 11pm	:30 11P-	5	3/16	09/28/16-09/28/16	20.2 Normal Line / SPOT	20.2 N
Two & A Half Men	Burlington (WFFF)			_		 	×		Ph.	.30 HP- Two and a Half Men	- K	ÇN.	2/16	09/28/16-09/28/16	20.1 Bekised Line / SPOT	20.12
Two & A Half Men	Burlington (WFFF)				ļ	ļ	*	şi	9	:30 ITP: Two and a Half Men	:30 1 1P.	Lh	91.8	19/28/16-09/28/16	20.0 Revised Line / SPOT	20.08
Two & A Half Men	\$35.00 Burlington (WFFF)		\$35.00	H		ļ	×		a	:30 11P- Mike & Molly 11pm	:30 11P-	5	7/16	09/27/16-09/27/16	19.2 Normal Line / SPOT	19.2N
Two & A Half Mon	Burlington (WFFF)						*		GS 	130 LIP- Two and a Half Mon	130 I I P-	-35	716	09/27/16-09/27/16	19.1 Revised Line / SPOT	19.1%
Two & A Half Men	Out find ton (WFFF)			-		ļ	×		9	130 11P. Two and a Half Mon	130 119-	C/S	71.6	09/27/16-09/27/16	19,0 Revised Line / SPOT	19,0 8
Schedule Change/Exception	Burlington (WFFF)													09/26/16	18.2.1 Closed Preempt	18.2.1 C
Two & A Half Men	Burlington (WFFF)		\$35.00					×	3	:30 11P- Mike & Molly 11pm	:30 11P-	տ	3/16	09/26/16-09/26/16	18.2 Normal Line / SPOT	18.2 N
Two & A Half Men	Burlington (NAFFF)							*	33	:30 TIP- Two and a Half Men	30 HP-	UΤ	V16	09/20/16-09/26/16	18.1 Pevised Line / SPOT	18.15
Two & A Haif Men	Burlington (WFFF)					 		)? 	18	:30 I IP- Two and a Half Men	:30 11P-	S	91.6	09/26/16-09/26/16	18.0 Revised Line / SPOT	18.080
Comments	Station	Total	Rate	Spots	Sa Su	Th Fr	Tu We	중	SPW	Run Times	3	Sec Length		Dates	Line Type / Break Type (Ref #)	Line



125 West 55th St New York, NY 10019

Comments: RVSD TO CXL OFF MISSED SPOT.

Th-F,M-W REV- 4 11p-11:30p # Day/Time

DP

Program

Mike & Molly

\$35.00

3

00

0

1**▼**0

TOTALS:

Rate

A35P Rating

Len

9/22

9/23

9/24

9/25

9/26

9/27

9/22 - 9/28 9/28

ALEXANDRIA, VA 22302

CPE: 60/73/715
Agency: PINPOINT MEDIA 1707 OSAGE ST # 103

Contract # 25281469

Agency Order #: 5350166 Product: TV

Version: Current State Version 4
Station: WFFF

Con Type: POLITICAL/VOTE Assistant: LAILA DAFTARI 202-872-5880

Changes as of: 10/16/2016 at 6:34 PM Advertiser: A Stronger Vermont Flight: 9/22/16 - 9/28/16

Buyer: Meade, Nicole Salesperson: RACHELLE RAY -Washington DC 202-872-5880

Primary Demo: Adults 35+ Market: Burlington-Plattsburgh Office: WASHINGTON

Total \$: \$1,755.00 Total Spots: 18 Total GRP: Total CPP: \$0.00

Separation: Traffic #: 1422878

0.0	\$0.00	\$1,755.00	≈	
0.0	\$0.00	\$105.00	ω	
GRP	СРР	\$	Spots	
		Total	Total	



Special Instructions

125 West 55th St New York, NY 10019

Date/Time

Added by

Comment

RVSD TO CXL OFF MISSED SPOT.

10/16/16 6:34 PM

RACHELLE RAY - Washington DC

09/29/16 12:32 PM Elizabeth Guy 09/27/16 10:15 AM Elizabeth Guy

09/16/16 9:12 AM 09/14/16 1:32 PM

Elizabeth Guy

Line 1 Mike & Molly changed to HIMYM Line 4 2.5 men Changed to Mike & Molly

Line 4 Mike & Molly 1x 9/26 due to Presidential Debate pushing News to this TP MG offer 1x 9/28 Mike & Molly 11:30-12P Please advise Thanks!

Line 4 Mike & Molly 1x 9/26 out due to News being moved to this TP. Flight is over. Please advise Thanks

**Order Level Comments** 

LAILA DAFTARI

System

09/08/16 12:18 PM 09/08/16 1:26 PM 09/08/16 1:26 PM

RACHELLE RAY -Washington DC Elizabeth Guy

9/22/16-9/28/16 A STRONGER VERMONT - NAB SENT VIA EMAIL. PYMT VIA ACH

Line 4 2.5 Below section 5 Please advise THanks!

9/22/16-9/28/16 A STRONGER VERMONT - NAB SENT VIA EMAIL. PYMT VIA ACH.

Notice Received.

Contract # 25281469 CPE: 60/73/715
Agency: PINPOINT MEDIA Changes as of: 10/16/2016 at 6:34 PM Advertiser: A Stronger Vermont Flight: 9/22/16 - 9/28/16

1707 OSAGE ST # 103 Agency Order #: 5350166 Product: TV

ALEXANDRIA, VA 22302

Salesperson: RACHELLE RAY -Washington DC 202-872-5880 Buyer: Meade, Nicole

> Version: Current State Version 4 Station: WFFF

Con Type: POLITICAL/VOTE

Market: Burlington-Plattsburgh Office: WASHINGTON

Total \$: \$1,755.00

Assistant: LAILA DAFTARI 202-872-5880

Primary Demo: Adults 35+ Total Spots: 18 Total GRP: Total CPP: \$0.00

Separation: Traffic #: 1422878

Market Budget: \$21,938 WFFF Share: 8% Comment: WCAX: 36% WVNY: 10% WPTZ: 46% Competitive Information

0.0	N/A	\$1,755.00	18	100%	Total
0.0	N/A	\$1,755.00	18	100%	
GRP	СРР	Dollars	Spots	% Distrib	Day/Time
		Daypart Summary	Daypart		

		1.43
\$1,755.00	18	Total
\$1,060.00	11	2016-Oct
\$695.00	7	2016-Sep
Dollars	Spots	Month
nary	Monthly Summary	all to

		-		Transa	Transaction History		
Trans	Created/Received Created by	Status	Spot+	Spot-	\$ Chg	Contract	\$ Comment
							Changes: Assistant Id from RACHELLE RAY - Washington DC to LAILA DAFTARI, Comments from 9/22/16-9/28/16 A STRONGER VERMONT - NAB SENT VIA EMAIL. PYMT VIA ACH. to RVSD TO CXL OFF MISSED SPOT Total Spots from 19 to 18,
	RACHELLE RAY -						Calculated Dollars from \$1,790.00 to \$1,755.00, Competitive Market Budget from \$22,375 to \$21,938, User Entered \$ from \$1,790.00 to \$1,755.00, Total \$ from
Revision	10/16/16 6:34 PM Washington DC	Revised			\$-35.00	\$0	60 \$1,790.00 to \$1,755.00. 1 buyline added or modified.
Makegood 4	9/29/16 12:32 PM Elizabeth Guy	Confirmed			\$0	\$0	de la constante de la constant
Makegood 3	9/27/16 10:15 AM Elizabeth Guy	Confirmed			\$0	\$0	
Queued for							
Electronic Contracting	9/16/16 10:24 AM				\$0	\$0	
Queued for							
Electronic Contracting	9/16/16 10:11 AM			,	\$0	\$0	
Revision	9/16/16 10:08 AM LAILA DAFTARI	Confirmed			\$0	\$0	[0] Changes: 2 buylines added or modified.



TELEVISION GROUP

ALEXANDRIA, VA 22302

Contract # 25281469 Agency: PINPOINT MEDIA CPE: 60/73/715 1707 OSAGE ST # 103 Changes as of: 10/16/2016 at 6:34 PM

Agency Order #: 5350166 Product: TV

Buyer: Meade, Nicole

Advertiser: A Stronger Vermont Flight: 9/22/16 - 9/28/16

Salesperson: RACHELLE RAY -Washington DC 202-872-5880

Station: WFFF Office: WASHINGTON Market: Burlington-Plattsburgh

Version: Current State Version 4

Total \$: \$1,755.00

Con Type: POLITICAL/VOTE

Primary Demo: Adults 35+ Total Spots: 18

Total GRP: Total CPP: \$0.00

Separation: Traffic #: 1422878

Assistant: LAILA DAFTARI 202-872-5880

Policy	Non-Discrimination		
ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.	AUTHOR CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTRICT ON THE CONTRACT ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTRICT ON THE CONTRACT ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTRACT ON THE BASIS OF RACE OF THE CONTRACT ON THE BASIS OF THE BASIS OF THE CONTRACT ON THE BASIS OF THE CONTRACT ON THE BASIS OF TH	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS'	

Queued for Electronic Contracting

9/8/16 12:26 PM

9/7/16 9:16 AM Washington DC

Confirmed

20

\$1,800.00

\$1,800.00

\$0

8

Makegood 1 Revision

9/14/16 1:32 PM LAILA DAFTARI

9/8/16 1:26 PM Elizabeth Guy

Confirmed Confirmed

\$-10.00

Changes: Total Spots from 20 to 19, Calculated Dollars from \$1,800.00 to \$1,790.00, Competitive Market Budget from \$32,500 to \$22,375, Demo Meta to [R16], User Entered \$ from \$0.00 to \$1,790.00, Total \$ from \$1,800.00 to \$1,790.00. 1 buyline \$0 added or modified.

\$0

8

Makegood 2 Trans

Created/Received Created by 9/16/16 9:12 AM Elizabeth Guy

Status Confirmed

Spot+

Spot-

\$ Chg

Contract \$ Comment

80

\$0

Transaction History

125 West 55th St New York, NY 10019

New